TO:

DEC 2 1958

# Alberta NEWSLETTER

INDUSTRIAL DEVELOPMENT BRANCH OF THE PROVINCE OF ALBERTA
*Department of Economic Affairs*
EDMONTON, ALBERTA, CANADA
HON. A. R. PATRICK, Minister
RALPH R. MOORE, Deputy Minister
VOL. 2, No. 8
RICHARD MARTLAND, Director
OCTOBER, 1958

# SHOPPING CENTRES SERVE GROWING URBAN POPULATION

The second investment in shopping centers in the province by the company and the largest in the province, the Edmonton Bonnie Doon Shopping Center being erected at 82 Avenue and 86 Street by Principal Investments Ltd. of Toronto, Ontario is a $7,000,000 project. Of that sum, at least $5,000,000 is invested in the building alone, with the balance involving land, fixtures and special installations by tenants.

When it is fully occupied and completely in operation in the spring of 1959, the structure will house fifty retail stores, a forty lane bowling alley and 20 offices on the second floor. Work started on the structure in November, 1957 and there is every expectation many of the lessees will be open for business by Christmas.

A wide range of floor space is required by the tenants in the 275,000 square foot center. Smallest is a 750 square foot unit while the largest is Loblaw's Groceteria, with 30,000 square feet of store and warehouse space. Most leases are based on a percentage of gross sales over a minimum levy.

Principal Investments Ltd. are regarded as the largest landlord in Canada. The firm began operations in the 1920's and now has more than one hundred million dollars invested in real estate holdings. These vary from downtown office buildings to markets to shopping centers. The Bonnie Doon is the 28th such unit built by the firm. The 27th is the large Calgary center located across from the Jubilee Auditorium. The firm has another 30 centers either under construction or planned for the immediate future. One of the company's holdings is a whole town, Ajax, in Ontario, which it bought from the Federal government. The firm plans to develop this into a thriving lake port.

When the Bonnie Doon unit is completed, it will have required 384,000 man-hours of work in actual construction. Businesses located there will give employment to at least 625 persons, while an additional 15 service employees will be on duty to maintain the establishment. Such staff requirements involve a weekly payroll in excess of $47,000.

The whole center occupies 28 acres. Almost five acres are devoted to floor space for the stores. The parking area will have 1,800 stalls which will accommodate more than 12,000 vehicles in the normal shopping day.

Fred Holmes is project manager and D. G. Philpott is in charge of all western construction for the company. Principal Investments Ltd. is reached at 667555.

# Nationwide Market for Alberta Products

A new Alberta product receiving consumer acclaim across North America is a 2, 4-D impregnated wax bar weed killer produced at Calgary, Alberta by Weed-Master (Western) Ltd.

The Weedex Wonder Bar is composed of paraffin-type wax, oil, and highly efficient 2, 4-D. To apply, a person need simply drag the bar across the lawn or grassed area to be treated. The bar deposits a thin film of wax upon the plants. In ten to fourteen days, susceptible broadleaf weeds are killed.

Production of the new product began in Calgary in January, 1958. Actual manufacturing has been contracted to Allied Chemical Services Ltd. of Calgary, Alberta. More than 46,000 units were made this year for Canadian consumption. A plant in Portland, Oregon, produces the weed killer in the United States.

The "Wonder Bar" is 22 inches in length, 2 inches in depth, and 2½ inches in width. One bar is designed to treat 20,000 square feet of lawn or turf.

No additional equipment is required for application. A rayon tape is attached for the purpose of pulling the bar over the weed-infested area. It can be used close to shrubs and flowers without danger of drift, so long as the bar does not touch them. Microscopic film left on the grass is too thin to track indoors. 2, 4-D is not injurious to humans or pets.

The bar is the only form of 2, 4-D weed killer allowed in the State of California with no restrictions. Because of drifting, 2, 4-D in liquid (spraying) and dry (dusting) forms are prohibited for use near citrous and other plants.

Weed-Master (Western) Ltd. anticipates considerable expansion in 1959 and hopes to introduce more "bar" products to the market.

# Men's Shoe Styles Find Ready Market

Newcomer to the industrial field in Alberta, the newly opened Jaguar Shoe Company plant at Calgary is finding a ready welcome for its product in the western Canada trade. Field of distribution is from lakehead to the west coast, and production is currently concentrated on men's footwear only.

The firm is a family venture. Karl Meyer, his wife, and three sons are all actively engaged in the plant. Sales is through a manufacturer's agent.

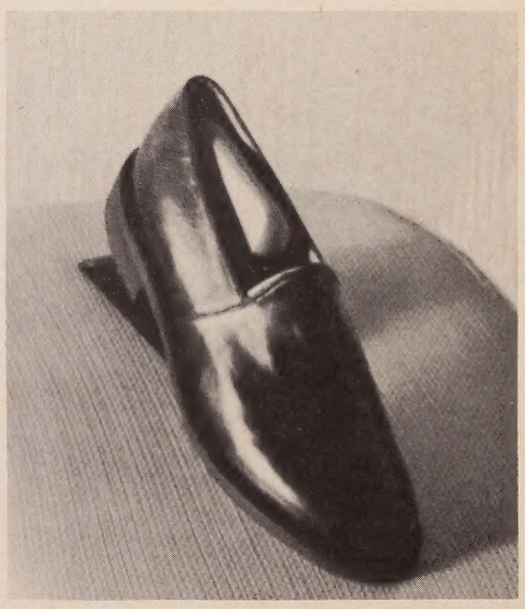
Mr. Meyer has extensive footwear production experience in Germany. He was for some time manager of a Bata plant, and then organized and developed his own factory in the Saar. He moved to Canada within the past year.

The footwear is designed to retail in the medium price range, with all sizes and half sizes from 6 to 12, in width from D to double E. While current output is limited to 25 pairs per day, early arrival of additional equipment will permit this jump many hundred percent and increase models to include a heavy work boot. Consideration is being given by management to future inclusion of children's footwear.

A total of 25 styles are being offered by the Jaguar plant, with emphasis on the casual oxford style. New style samples for the coming year are being prepared now.

As much as is possible, material and equipment for the modern, cement block plant is being purchased within Alberta. Leather is being obtained from an Edmonton tannery.

The Jaguar Shoe Co. is located at 3516 1st St. N. E. Calgary.



# FIRM MEETS GROWING FOLDING DOOR DEMAND

*Panels used in the manufacture of Metalfold doors are painted, then baked in a gas-fired oven. Enamel paint dries in 20 minutes. The firm also handles custom painting for various manufacturers.*

*Product of the firm is quickly assembled at the modern plant in south Edmonton. A completed door, ready for packing, is seen in the foreground. All panels are carefully inspected (background) before placed on the assembly line.*

Doubling of the plant capacity of Metalfold Door of Canada speaks for the record of growth experienced by the Edmonton firm since it commenced production in 1956.

The company, with its head office and only factory located in Edmonton, produces steel and aluminum folding doors for a Canada-wide market. The lightweight folding doors have found a variety of uses in homes, schools, churches, hotels, hospitals, auditoriums and many other type construction. Most common use is as a room-divider and clothes closets.

The folding doors are comprised of an overhead jamb channel, two inch half-panels at each side of the door and any number of four-inch full panels dependent on the width of the door. Panel connectors are made of a specially designed vinyl extrusion which serves as a hinge and an equalizing agent.

All full panels and lead posts are supported by individual nylon roller assemblies. The rollers operate through a specially designed track made of extruded aluminum. This track may be hidden in the ceiling or mounted below ceiling level where it is concealed by a snap-on cornice. Movable lead or rolling posts may be attached at each end of the door.

Panels are imported from the United States while most other materials are purchased from local or Western Canada producers.

The steel panels are cleaned and treated with phosphate. A durable high grade enamel is applied automatically, and baked in a 23 foot long gas-fired oven. Following inspection the panels are laid out for door assembly in various sizes.

The folding doors can be made in any size. Smallest produced in the Edmonton plant was an 18 inch high, one foot wide door for a doll house. Largest size was 14′ 6″ high, 35 foot wide door, used as a divider in a school auditorium.

More than 4,000 doors of various sizes, in 80 color combinations, have been produced by Metalfold Doors of Canada. Average size is seven feet high by three feet wide.

Numerous appliance firms contract custom enamel painting and baking to the factory. The 23 foot long bake oven is one of the largest in Western Canada.

# Alberta Diamond Drills Assist Mineral Exploration In Canada

The reports of outstanding mineral development possibilities in northeastern Alberta has put the Alberta firm of J. K. Smit-Connors Limited on the alert for a strong upswing in business. The company is the province's only manufacturer of diamond drill bits. Such bits are used extensively in mineral exploration work.

The firm located in Alberta in 1953, and Red Deer was chosen as the site because of favorable transportation facilities, labor supply, and the plentiful supply of natural gas used extensively in the manufacturing process. Other materials used are industrial diamonds and powdered metal which are imported from Eastern Canada and United States.

Diamond set bits, used for mineral exploration and blast hole drilling, are sintered in moulds. These commonly range in size from 1⅛ inches to 4 inches outside diameter. There are variations. An interesting application of a 2 7/16" O.D. diamond bit was to drill grout holes in sections of concrete pavement. The cement grout was forced through these holes to raise these sections to the proper level. Diamond bits in sizes of ⅝" O.D. to 8" O.D. are used to drill holes through reinforced cement walls and for testing bridge piers. In this type of masonry work the power unit used is a light diamond drill machine.

The Red Deer plant are Western distributors for the Winkie Diamond Drill which weighs 45 pounds. This machine is used extensively in Eastern Canada for testing concrete foundations and asphalt surfaces.

Mould making is a highly skilled operation, and other operations in the manufacture of diamond studded bits rival mould making in skill requirements. A steel shank is used as basis for the bit. To this, around the tip, special extremely hard matrix material is attached by heat. Projecting through the matrix and acting as the cutting edge, are the rows of diamonds. Diamonds cost the drillers from $7 to $11 per carat, depending on size and quality. There may be from 3 to 100 carats per drilling bit.

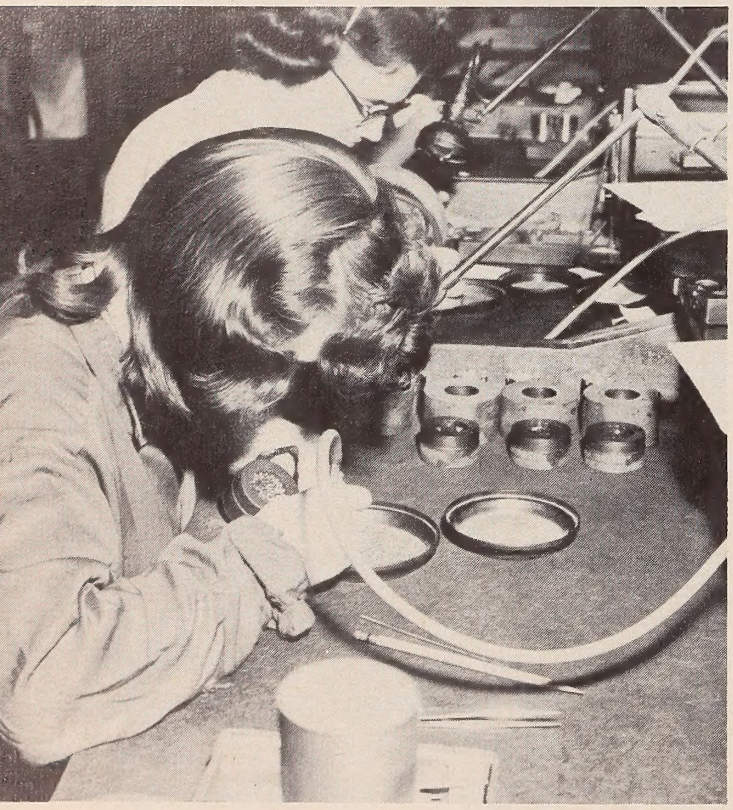
Life of a diamond bit depends obviously on the material on which it is used, and the skill of the driller. Broken quartz and chert are the most difficult material to drill through. A bit is known to wear out after drilling one foot through such a material. Other bits have drilled 2200 feet through substances without too much wear.

Bits are removed before wear has permitted the diamonds to break free of the matrix and become lost. Worn bits are returned to Smit-Connors for resetting.

Production averages during the busy season about one hundred bits per day. Manufacture is a two-day process.

The firm employs up to 15 persons during the busy season and has a payroll of $48,000.00 annually. Plant is located at 5406 43rd Street, Red Deer, phone 4036.

*An exterior of the neat and efficient Smit-Connors plant at Red Deer.*



*Setting diamonds in the molds of drill bits is an exacting and painstaking task. It takes considerable skill and training to do it efficiently and quickly as these employees are doing.*

*Heat is a vital factor in making drill bits. The mould, with its matrix, is subjected to tremendous heat from gas flame in this small oven.*

# INDUSTRY PROCESSES WEATHER-STABLE ASPHALT

A new industry in the asphalt protective coating field, Gower Products Ltd., Medicine Hat, has been in production since April this year. The plant, completely modern in its new cement block building, is unique of its kind. Raw asphalt, shipped from Colville, Saskatchewan by road transport, is processed in specially designed equipment. By means of chemical combination in the presence of a catalyst, the molecular structure of the asphalt is changed to make it stable in sunlight and water.

This process, requiring about eight hours, is entirely new. It was discovered by analytical chemist Charles B. Gower of Medicine Hat, who has some thirty years experience in the petroleum and vegetable oil industries in Western Canada. Patents are applied for.

Asphalt is described as a colloidal dispersion of asphaltines in asphalt resins and associated petroline constituents. Protected from the actinic rays of the sun as when underground, it does not dry out but remains alive and waterproof. However, when exposed as a protective coating, on roofs for example, it breaks down. The liquid parts dry up leaving the solids in islands as a distinct "alligator" pattern. This constitutes total destruction of the protective film and has long been recognized as a limiting factor in the use of asphalt, which is so abundantly available.

After stabilization the new asphalt material is used by the company as a base for the production of coloured asphalts, red, green and aluminum as well as mastics both colored and black. These latter are made by the addition of asbestos and other solids and are for use where a liquid alone will not suffice as a protective coating.

The plant is immaculate. All asphalt handling is done by pipe and pump through steam heated conduits. The finished product is attractively packaged in one, five and forty-five gallon containers and distributed through wholesalers.

# North Wood Plant In Production

First unit in a proposed plywood and lumber mill, the Denney Logging Co. Ltd. sawmill was opened in September at Fort Fitzgerald. This community is only 17 miles from the southern border of the Northwest Territories and puts the sawmill in the position of being Alberta's most northerly industry.

The mill is designed to produce between 75,000 and 100,000 board feet of lumber per eight hour shift. More than 125 men are employed at the mill, most of whom are local residents. Monthly payroll will be in the neighborhood of $50,000.

Output from the new Denney plant is generally scheduled for use in the northern part of the Territories. The firm has leased timber berths in Wood Buffalo National Park, and floats its cut down the Slave River to the mill located on the west bank. Logs average 90 feet in length and from 30 to 36 inches in diameter. They are cut to 32 foot lengths at the mill before processing.

Power for equipment in the 90 by 200 foot all steel mill comes from steam turbine in the adjacent powerhouse. Fuel is discard and scrap material from the mill, including slabs, trim and sawdust.

Finished material is trucked to Bell Rock, located just north of Fort Smith, N.W.T.; where it can be loaded on barges for shipment further north.

# Galvanized Wire Used In Form Ties Manufactured at New Lethbridge Plant

With head office at Denver, Colo., a Canadian plant of the Gates and Sons manufacturers of concrete form ties has established a plant in the City of Lethbridge. Production is under way and distribution is being effected throughout western Canada.

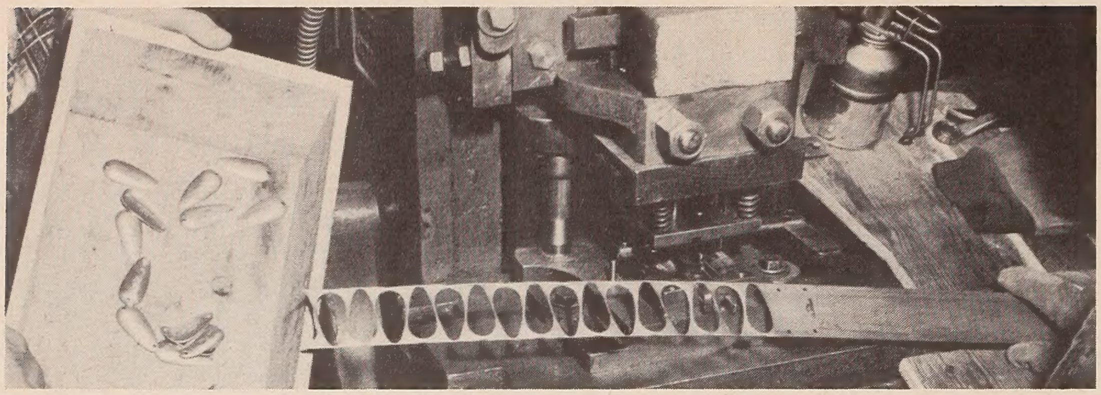
The plant, which employs five persons at the present time, makes rod-type form ties of high tension 11 gauge galvanized wire. Some of the machinery used in the firm's plant, was developed by themselves and imported for use here. The company has a factory at Spokane, Wash., and a sales office at Rochester, N.Y. The Lethbridge operation is the company's first venture into Canada.

While production in the Lethbridge factory is limited to the simpler six to twelve inch tie sizes, made in size increments of one inch, it is expected that the plant will eventually undertake production of larger ties and other products made by the firm.

Rolls of wire are bought in large quantities from the steel mills. The form ties are shipped in packages of standard size.

The firm located in Lethbridge this year because of favorable freight rates obtainable there and because of the city's proximity to the tremendous building activity in Edmonton and Calgary. The firm received the assistance of Mr. J. Banfield, industrial commissioner for the city and member of the Industrial Development Board of Alberta, in its initial location and production problems.

# Popular Sports Fishing Lures Now Manufactured At Lacombe



*Die press punches out up to 1,000 metal spoons per hour.*

One of the latest industries to join the ranks of Alberta Sport Goods manufacturers is the Len Thompson Bait Company, of Lacombe. The company which manufactures metal sports fishing lures, began operations in leased premises in that town during July, 1958, coming from Abernethy, Saskatchewan.

A semi-automatic die press punches out shaped spoons. Stock sheet metal is hand fed into the machine which has a capacity of up to 1,000 pieces per hour. Ten separate dies, with and without hammered design, and three thicknesses of assorted metals, offer broad variations in the company's product.

Die cut spoons, in loads of 200 to 300 pounds, are washed by detergent. The process takes a full day to polish and smooth the spoon.

Some of the lures are turned out in their natural finish; others are given a paint treatment of special double-bake enamel. The combination of dies and finishes provides about 110 distinct types of lures. Paints are obtained from a Canadian supply, as are stock metals. Hooks are imported from Norway, rings and swivels for attachment come from England and the United States. Components are assembled by hand in the shop's central area. The finished product is mounted on sheet cardboard containing guide printing originated by the maker.

The shop has four permanent employees, including company founder, Mr. Thompson. During winter months, the period of heavy production, an additional four men are taken on staff. Production of more than one-quarter million pieces last year required use of about 10 tons of sheet metal. It is planned to increase this year's production by 25 to 30 per cent.

Len Thompson lures are distributed by exclusive agents. Main market areas are Alberta and Saskatchewan, but shipments are made to all the other Canadian provinces, and to many of the points in the United States.

*Components are assembled and card mounted in sheets of one dozen.*

A principal factor considered by the Len Thompson Bait Company in selecting their new location was the availability of soft water. Water with a high mineral content had been found unsatisfactory for production processes. Other considerations were a reasonable tax structure in a new location, cheap heat and power sources, congenial community life and attractive living accommodation.

# Urban Industrial Surveys Prepared

Individual economic surveys of Alberta's towns, villages and cities are being prepared and printed by the Industrial Development Branch of the Alberta Department of Economic Affairs.

The illustrated surveys contain extensive information about each town on a varied range of subjects including history, geology, living conditions, services, rates for water, power and gas; business and industry, and opportunity for other development. Twenty-nine have already been printed, and almost a hundred are being prepared for publication.

The Industrial Development Branch distributes the surveys to a select list throughout Canada, the United States, Great Britain and Europe. Several industries have already located in the province as a result of the information provided to manufacturers.

An attractive stock cover is used on all the surveys with the name, and a picture of the centre on the front. The editorial material is made available to the community for inclusion in their own brochures or pamphlets. The booklets, ten by seven inches in size, are printed wherever possible, by the home-town print shop.

Material is prepared in collaboration with the town secretary treasurer and the Board of Trade. Printing is arranged by the Publications Branch of the Department of Economic Affairs.

# TOWN OF COALDALE

**Location:** Part of Section 10-11-14-15, 9-20-W4 in Census Division No. 2. Located 10 miles east of Lethbridge on Highway No. 3, on the CPR Kettle Valley Line.

**Altitude:** 2,811 feet.

**Temperature:** Mean summer, 58 degrees; mean winter, 29 degrees; annual mean, 41 degrees.

**Rainfall:** Average annual rainfall, 9.96 inches; average annual snowfall, 50.5 inches; average annual precipitation, 15.01 inches.

**Geology:** Bedrock to the west of Coaldale is the Bearpaw formation while to the east is the Belly River formation. Lethbridge coal is mined from the Belly River series which is also a horizon in which the fossilized bones of vertebrates of the Cretaceous Age are found.

**Soil:** Coaldale is in a dark-brown soil zone. Vegetation is chiefly short prairie grass with the soil relatively low in nitrogen and organic matter. Major farming is on irrigated lands which produce sugar beets, vegetables and similiar produce.

**History:** The Coaldale area was first settled around 1905. Three years later one of the first buildings of what is now Coaldale was erected. In 1920 the centre was incorporated as a village. Mennonite settlements started in 1925. Many Mennonite residents in the area emigrated from Russia.

**Living Conditions:** There are excellent schools and health facilities, good transportation facilities and all utilities including natural gas. Large trees line the residential districts. Average rent for four or five room homes range from $35 to $65 per month. Over 85 percent of the homes are owner occupied.

Chin Lake, 10 miles east of the town, and Old Man River, ten miles north, ensures recreation with good fishing and hunting.

**Administration:** The town is governed by a mayor elected for a two year term and six councillors, two elected each year for a three year term. A secretary-treasurer carries out the policies set by council.

**Law Enforcement:** There is a town police constable and a resident magistrate.

**Tax Structure:** Mill rate in 1958 was 60 mills, made up of 17 municipal, 34 school and 9 hospital.

Assessment—

| | Live | Exempt | Total |
|---|---|---|---|
| Land 100% of value | $ 390,380 | $ 27,200 | $ 417,580 |
| Improvements 100% of value | 1,533,800 | 338,950 | 1,872,750 |
| Business Tax | 199,287 | | |
| Power | 50,300 | | |

**Fire Protection:** Headed by a fire chief and 20 volunteer firemen, the fire brigade has at its disposal adequate equipment and hydrants to assure efficient fire protection.

**Area:** Total area of town, 720 acres with 101 acres of streets and lanes and 22 acres of public parks and playgrounds. There are 1½ miles of asphalt road and 17 miles of streets and alleys. There are 2¼ miles of concrete sidewalks.

**Sewer and Water:** No storm sewers. There are five and three-quarter miles of sanitary sewers and 5½ miles of water mains.

**Power:** Three phase 60-cycle power is supplied under franchise by Calgary Power Ltd. Residence rates: first 20 kwh or less per month, $2.70 gross minimum; all over 20 kwh at 1.5 cents per kwh. Thirty cents prompt payment discount.

Commercial Rate: Service charge, first 500 watts installed capacity at 50 cents per month. Each additional 250 watts installed capacity at 200 cents per month. Energy charge: first 50 kwh per month per kw of installed capacity, 10 cents per kwh; next 150 kwh per month per kw of installed capacity, five cents per month; all over 200 kwh at 2.5 cents per kwh. Special power rates are available for large industrial users.

**Water:** Water is obtained from the St. Mary River and Milk River Dam and is pumped into a 225,000 gallon reservoir. Rates: first 3,000 cubic feet, $3.00 per M cubic feet; all over 3,000 cubic feet at 40 cents per M cubic feet.

**Natural Gas:** Gas is obtained from the Canadian Western Natural Gas Co. under a franchise. General rate: first 2 MCF or less, $2.50 per month; all additional MCF, 25 cents per MCF. Minimum monthly charge, $2.50. Commercial industrial rates and high load factor rates are available.

**Fuel:** L.P. gas with a heat value of 2,521 BTU per cubic foot at 60 degrees F. is available at 18 cents per gallon in bulk and $6.50 for a 100 pound cylinder. Bulk storage at Lethbridge. Diesel fuel with a heat value of 135,000 to 140,000 BTU per gallon costs 18 cents per gallon for winter grade and 16 cents per gallon, summer grade. No coal is used in the town, but many farmers haul their coal from mines along the Old Man River.

**Local Resources:** Sand, gravel, straw, wheat and coarse grain, corn, sugar beets, peas, beans, carrots, cucumbers, dairy products, poultry, eggs, cattle, horses, sheep and hogs, honey, oil and gas.

**Government Offices:**

Federal: Post Office.

Municipal: Town office, Police department, town engineer, library, fire hall, municipal repair depot, town repair shop, school board.

Provincial: Resident police magistrate, Alberta Government Telephone micro-wave, Barons Eureka Health Unit.

**Health Services:** The Coaldale Community Hospital has 13 beds and 5 basinettes, staffed by a matron, three graduate nurses, and five nursing aides. There are three private practising physicians.

**Professional and Skilled Services:** Barber shops, optometrist, barrister, watch repair.

**Transportation:** Excellent railway and road systems serve the town. Two trains operate daily each way on the CPR; Greyhound and local bus service, local and long distance truck hauling.

**Communication:** Coaldale Flyer, weekly newspaper; CP Telegraphs; AGT; Post Office. Radio CJOC Lethbridge, television CJLH-TV Lethbridge.

**Financial Facilities:** Bank of Montreal.

**Hotel:** Rainbow. Rates $2.50 up.

**Churches:** Anglican, United, Roman Catholic, Evangelical Free, Mennonite Conference, Mennonite Brethren, Lutheran Redeemer, Lutheran Trinitatis, Canadian Reform, Pentecostal, Latter Day Saints, Buddhist and Japanese United.

**Lodges:** Masonic, I.O.O.F., Knights of Columbus, Knights of Pythias, Pythian Sisters.

**Service Clubs:** Rotary, Kinsmen, Chamber of Commerce, Women's Institute.

**Societies and Associations:** Athletic and Curling Associations, Baseball, Home and School, 4-H club, Beet Growers' Association, and Vegetable Growers' Association.

**Education:** The John Davidson school teaches grades 1 to 6. This school boasts a large auditorium equipped with movie projector and film strip projector. The R. I. Baker school teaches grade 1 to 12 with the following optional subjects: art, music, industrial art, drama, shop, home economics, typing, science, biology, record keeping, fabrics and dress, French, German and chemistry. Eleven school vans transport rural students to centralized town schools.

**Cultural Activities:** Coaldale Public Library of nearly 4,000 volumes is operated by a Library Board. Little Theatre Group is very active in Coaldale.

**Youth Activities:** Boy Scouts, Cubs, 4-H Clubs, Sea Cadets, Explorers, CGIT.

**Co-operatives:** Southern Alberta Co-op, New Coaldale Cheese Factory, Co-op egg grading, lumber yard, cold storage locker, Alberta Wheat Pool.

**Population:** 2,327, 1956 census; trading area—7,019.

**Trading Area:** North for ten miles, west for four miles, south for six miles and east for 12 miles.

**Industrial Development:** The Coaldale area depends primarily on irrigation crops for its economic sustenance. A cheese factory is one of the most modern in the province. The Town could support a bakery, dry cleaners and laundry, beauty parlor, or any industry that can utilize the district's natural resources.

Industrial and residential property is available from private owners.

For further information about Coaldale
write
TOWN SECRETARY,
TOWN OF COALDALE
or
Director of Industrial Development
Legislative Building,